

INTERCOLLEGIATE BROADCASTING SYSTEM

MEMORANDUM

August 20, 1947

To: All IBS stations

From: Anatole Browde - New York

Subject: Network scheduling

Enclosed you will find a schedule and description of network and IBS syndicated programs that will be featured next year.

The network schedule will go into effect on September 29, when we hope to start Ivy Network operations.

However, we cannot overemphasize the need for more good, original program ideas. The better our programs are and the more varied our program schedule, the more salable our time becomes.

Please let us know immediately if you think of something and publicize the need for ideas among your station staff.

Regards

Anatole Browde

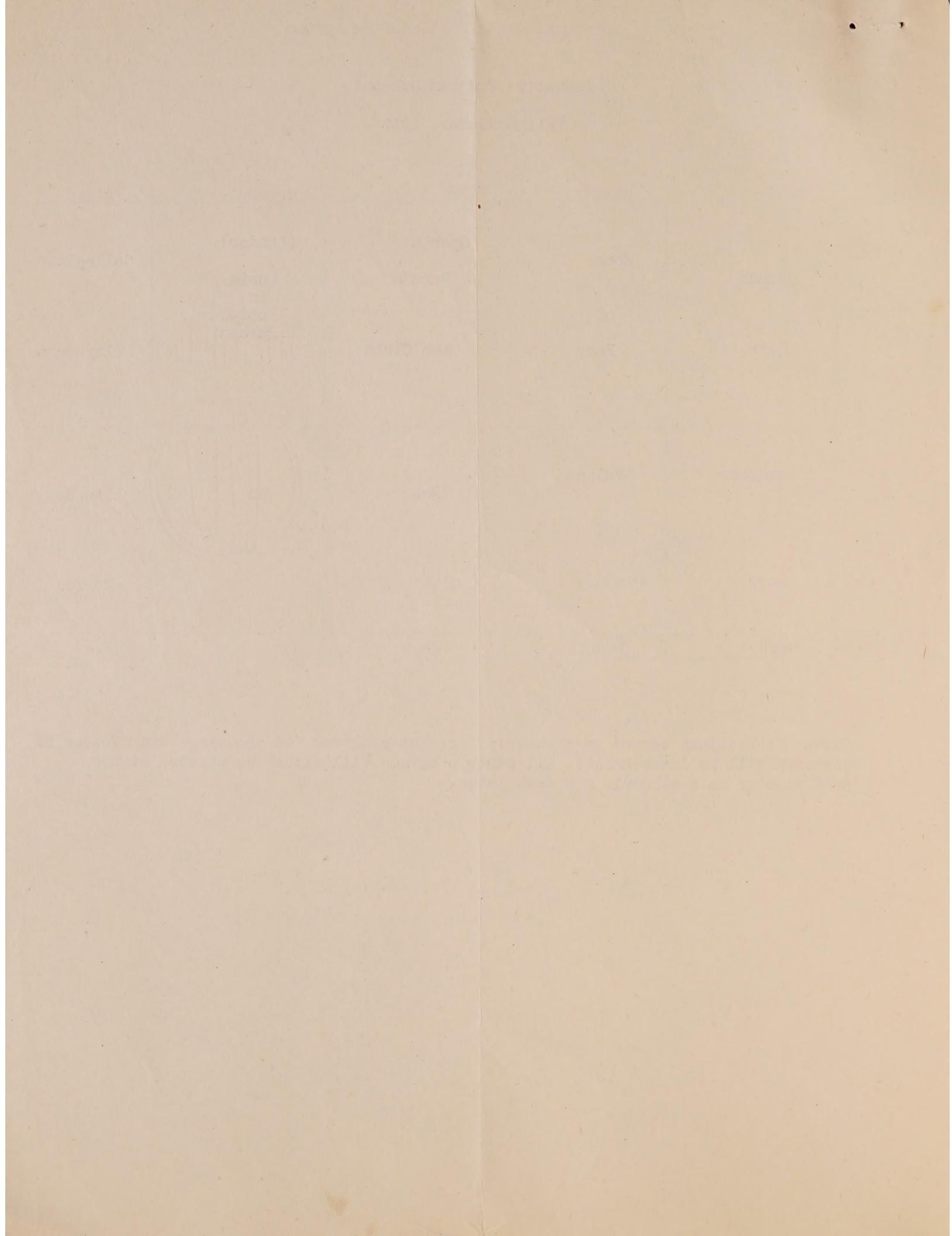
Intercollegiate Broadcasting System

Tentative Program Schedule

Fall Semester, 1947

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00	Campus Quiz	House of Fear	Sports Parade	(Landon) Music in Post-War Europe	Collegiate
9:15			Glee Clubs		Playhouse
9:30	Remember	Voices of History	Hot	On the Wire	It's Up
9:45	Judy		Club		To You
9:55	News	News	News	News	News

Notes: On stations served by transcription, the programs "On the Wire" and "Voices of History" will be interchanged. All other programs will either be carried at the same time or on a schedule one week later.



COLLEGIATE PLAYHOUSE

30 Minutes

Friday, 9 P.M.

A series of varied dramatic presentations from the radio workshops of many colleges, which will include comedy, mystery, documentary, serious drama, fantasy and tragedy.

The best original plays and adaptations will be selected for a balanced series in which each program is complete and each week brings something new.

THE HOUSE OF FEAR

30 Minutes

Tuesday, 9 P.M.

A dramatized horror show, frankly blood-curdling. It uses adaptations of short stories by many famous writers, including Poe, Hawthorne and Wilde, as well as original radio plays. The action is tied together with narration by one of the characters in the play.

This is not a mystery program - we usually know who the murderer is and the action is chiefly in the atmosphere and the unfolding of the plot.

This program was inaugurated on WERU about 1940.

THE JOURNAL OF THE

ROYAL SOCIETY OF MEDICINE

VOLUME 10

PART I

A summary of the work done during the year 1900-1901. The first part of the year was devoted to the study of the influence of the environment on the health of the human body. The second part was devoted to the study of the influence of the environment on the health of the human mind. The third part was devoted to the study of the influence of the environment on the health of the human soul.

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This journal was published by the Royal Society of Medicine.

VOICES OF HISTORY

25 Minutes

Tuesday, 9:30 P.M. - on Network stations

Thursday, 9:30 P.M. - on stations served by transcription

A feature presentation of the complete background of major news events, emphasizing their significance by the use of actual recordings, dramatization and commentary. An extensive list of prominent experts will participate and short-wave pick-ups from overseas will be introduced.

The program lets the events speak for themselves, points out trends, shows how today's news shapes tomorrow's history. A vivid presentation, bringing home the importance of world events.

ON THE WIRE

25 Minutes

Thursday, 9:30 p.m.

Three or four news stories each week get the "feature" treatment, with on-the-spot narration and interviews, wire-recorded and edited into a show with real impact. Some of the stories are hot news, others are human interest.

This program originates in New York, with pick-ups from other places as the news indicates. It has established itself on a local basis at WKCR. It is lighter in subject matter than Voices of History, with more emphasis on personalities, and less on international news.

ON THE

18th

18th

There is a great deal of talk about the
future of the country, and it is not
surprising that the people are
anxious to know what the future
will bring.

The future of the country is
a subject of great interest to
all of us, and it is not
surprising that the people are
anxious to know what the future
will bring.

IT'S UP TO YOU

25 Minutes

Friday, 9:30 P.M.

A discussion program with a new twist. Each week the discussion panel will consist of two experts, usually opposing in their opinions, and two informed students who will serve to ask questions and make the experts talk in language the audience can understand. These students, part of the group which makes up our audience, will ask the questions which the listeners themselves would ask if they had an opportunity to meet the authorities.

There will be a permanent moderator to keep the discussion going at a lively pace and the program will originate from a different college each week.

The topics will be suggested by each week's news and outstanding authorities in that subject will be chosen to participate, drawing upon the faculties of the colleges where we have stations. Throughout the year, the topics will cover most major fields of learning.

Items from the news, including brief dramatizations and on-the-spot recordings will be used to high-light the discussion.

The title illustrates a fundamental principle which will be emphasized throughout the series - that tomorrow's citizens and particularly those from the colleges have a responsibility in the solution of society's problems. The aim of the program will be to tell what is known about the problem and to point out that "It's up to you".

THE

OF

THE

A short and simple history of the
American people, from the first
settlements to the present time.
The book is written in a plain
and simple style, and is
adapted for use in schools and
families. It contains a full
and complete history of the
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CAMPUS QUIZ

30 Minutes

Monday, 9 P.M.

Two-man teams from two colleges compete in this contest, with the winning team returning the next week. The questions are really hard and the competition brings high interest among the students, as does the fact that the program originates from a different college each week, with one team always a "home" team.

Questions are a test of broad background in the arts, general knowledge and world affairs, and the quiz-master's unique radio personality ties it all together into an absorbing and exciting show. The program originates from an auditorium, before an audience of local students, and has unique merchandising possibilities.

REMEMBER JUDY

25 Minutes

Monday, 9:30 P.M.

A half-hour of torchy songs by collegiate star Judy Dvorkin, with small orchestra. An intimate program built on the star's personality and heavily promoted with free pin-up photos and posters and personal appearances. College atmosphere is emphasized and the program is tailored to student tastes.

The music, especially arranged for this program, is sweet, sometimes sentimental, always appealing. The star sings and speaks directly to the individual listener and has developed a regular and devoted following on her local show.

HOT CLUB

25 Minutes

Wednesday, 9:30 P.M.

The best in real jazz, from classics to new releases, drawn from extensive record collections and introduced by jazz expert, Joel Chaseman. The program is built on the known interest in the art of jazz among students, many of whom are collectors, themselves. It includes many rare collector's items among hot records and will be publicized through college jazz clubs.

This program is an adaptation of a long-standing local show at WVER.

MUSIC IN POSTWAR EUROPE

30 Minutes

Thursday, 9 P.M.

H. C. Robbins Landon, musical correspondent for IBS, is now touring Europe, interviewing conductors and composers and collecting recordings of their work. The music and interviews will be combined with Mr. Landon's own commentary into a 26-week series of half-hour programs. Many of the works included have never before been heard in the United States and others will receive their first radio performances here.

Mr. Landon draws upon a broad background of musical experience which includes the study of Musicology at Swarthmore College and Boston University, numerous compositions and many published articles in musical journals. Yet he makes his interviews vivid and interesting and discusses serious music on the intelligent listener's level.

The contents of each program, with program notes, are listed in the monthly, "Music Lover's Guide", distributed free to every listener.

1900-1901

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The following table shows the results of the examination of the specimens of the various species of the genus *Staphylinus* collected by the author during the years 1900-1901. The specimens were examined by the author and the results are given in the following table.

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GLEE CLUB

15 Minutes

Wednesday, 9:15 P.M.

Coming from a different college each week, this program presents top college singing groups in songs for which college is famous. It has particular interest for our audience because of its college appeal and because of the competitive spirit of the series on which each college glee club will be heard.

IBS MUSIC HALL

60 Minutes

Once a week, usually carried at 10 P.M., Thursday

An established syndicated program which has been heard over IBS stations for the past two years. A fine selection of recorded serious music with commentary which enhances its interest, produced locally from records, scripts and transcriptions syndicated from New York. The contents of each program, with program notes, are given in the monthly, "Music Lover's Guide," distributed free to every listener.

Writing of this program in Musical Digest (March 1947), Roland Cellat said, "Most important of the musical programs broadcast regularly by the campus network is 'IBS Music Hall' heard every Thursday evening at 10 P.M. A well balanced program of records is selected and an announcer's script sent to each member station. These scripts, written by IBS music director, Alan Rich, are a distinct improvement over the usual commentary encountered on recorded music programs. They presuppose intelligence and maturity in the listener and talk about music rather than around it".

This program was sponsored by John H. Breck, manufacturers of quality preparations for the hair, during the Spring of 1947.

THE UNITED STATES

OF AMERICA

DEPARTMENT OF THE INTERIOR

Geological Survey
Washington, D.C.
1900

Report of the
Geological Survey
of the
United States
for the
Year 1900

Published by the
Government Printing Office
Washington, D.C.

INTERCOLLEGIATE FOOTBALL GAMES

Length - varies

Saturday afternoons

Virtually 100 per cent listenership is assured on these away-games broadcast from the field to the home college. In addition to exciting play-by-play reporting and quarterly summaries, the scores of simultaneous games in the same league will be broadcast from time to time during the game. A number of games are available on individual stations of the colleges which are playing "away".

A standard rate will be charged, based on $1\frac{1}{2}$ hours of station time, at card rate, plus line charges (at 30¢ per mile) and production charges for the transportation of the broadcasting crew at 10¢ per mile. This price will apply, whatever the actual length of the game. Contracts will be made which provide for late cancellation if the game is broadcast by another station which can be heard in the college area, or if the game is cancelled.

SPORTS PARADE

10 Minutes

Wednesday, 9 P.M.

Sports news, commentary and interviews with players, coaches and officials prominent in college sports. The first ten minutes of the program is aired on the network, the final five minutes is cut in locally at each college, with news of local teams and their opponents. The program will concentrate on football in the fall, basketball in the winter, and baseball and track in the spring. This program capitalizes on the known enthusiasm of students for college sports, and has been running as a local feature on many IBS stations for several years.

1880-1881

1881-1882

1882-1883

The first year of the school was a very successful one. The school was opened on the 1st of September, 1880, and the first term was closed on the 1st of December, 1880. The second term was closed on the 1st of March, 1881, and the third term was closed on the 1st of June, 1881. The school was closed for the year on the 1st of September, 1881. The school was opened on the 1st of September, 1881, and the first term was closed on the 1st of December, 1881. The second term was closed on the 1st of March, 1882, and the third term was closed on the 1st of June, 1882. The school was closed for the year on the 1st of September, 1882. The school was opened on the 1st of September, 1882, and the first term was closed on the 1st of December, 1882. The second term was closed on the 1st of March, 1883, and the third term was closed on the 1st of June, 1883. The school was closed for the year on the 1st of September, 1883.

WEEKEND IN NEW YORK

10 Minutes

Times - various

A syndicated program supplied in script form to colleges within a 100-mile radius of New York City. This interesting "chatter" program by feminine commentators reports on what to do over the weekend in the big city. Tips on restaurants, shows, movies and night spots. Remembering the needs of our audience, we will emphasize entertainment within the financial range of weekenders.

Based on local program on WCR and scheduled around 8 P.M. on Thursdays.

1871-1872

1871-1872

1871-1872

A full and complete list of the names of the persons who have been admitted to the membership of the Association, from the year 1871 to the present time, is given in the following table. The names are arranged in alphabetical order, and the year of admission is given in parentheses after each name.

There are now 100 members of the Association, and the list is given in the following table.

IBS NEWS

5 Minutes

Monday through Friday, 9:55 P.M.

A unique news service tailored to the interests of college students, the IBS News will use its own student reporters throughout the nation and in foreign capitals. The program will originate in New York and Washington and will be transmitted over the Ivy Network at 9:55 PM, EST, and immediately thereafter the news copy will be transmitted to western stations by shortwave and will be available for broadcast at 9:55 PM, CST, while an additional summary will be prepared for the West Coast. Wire recordings and special pick-ups of news reports will be incorporated as the news indicates. On-The-spot reports will be supplemented by national wire services.

CAMPUS NEWS

5 Minutes

Local Origin

Times - varied; usually Monday, Wednesday & Friday at 7:55 P.M.

Up-to-the-minute news of the local college community. This program has a strong local appeal and was sponsored by General Electric in 1945 when it was scheduled daily.

